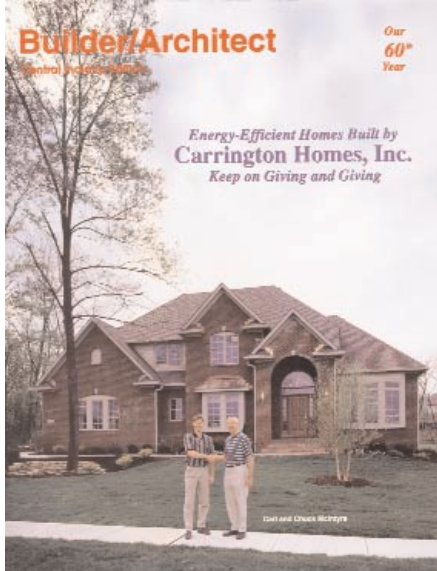




Carrington Homes: Standing Out From the Competition



Carrington Homes, based out of Greenfield, Indiana, has been building energy-efficient homes for the past six years. Founder Chuck McIntyre's interest in energy-efficient homes began at the start of his career, however. His son and the president of Carrington Homes, Carl McIntyre, has continued the tradition. Ninety percent of Carrington Homes are built to ENERGY STAR standards.

Carrington Homes is so confident about the savings achieved by ENERGY STAR that they guarantee a decrease in utility bills. "Some might question the wisdom of guaranteeing the first year's utility costs for our homeowners, however, we feel quite comfortable with our guarantee because we know how the home is put together," said McIntyre. For example, the owners of a recently constructed 5,100 square-foot home have a guarantee that if their first year's utility bills exceed \$600, they receive the difference.

McIntyre and his son also guarantee comfort. They believe that the temperature variances throughout their custom built homes will remain within a certain limit. "We can make this guarantee," said McIntyre, "because the whole heating and cooling system has been properly designed and all ductwork is sealed for optimum performance."

These guarantees and the positive experience of living in an ENERGY STAR Labeled Home have increased Carrington's referral business as well as customer satisfaction. By offering a savings and comfort guarantee, Carrington is differentiating itself and raising awareness of the value of ENERGY STAR.

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